

LEO BURNETT U.S.A.  
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# We apologize in advance to Winston Lights, Kent Filters and Salem Lights smokers.

Now, we don't want you to throw away the pack you just bought. They're fine cigarettes. But next time you're buying, consider this: In a nationwide test, a majority of smokers said Merit tastes as good or better than cigarettes that have up to 38% more tar. Enriched Flavor™ is the reason. Only Merit has it, in both regular and menthol. So if the thought of real, satisfying flavor with even less tar than other leading lights makes you think twice about your brand, we offer our apologies. And our cigarette.

Enriched Flavor,™ low tar. A solution with Merit.



**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

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Regular and Menthol Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.



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